

### **REMARKS/ARGUMENTS**

Claims 2, 4-6, 8-11, 13-15, 18, 21-23 and 27-30 are pending and claims 11, 14, 22 and 29 have been amended. No new matter has been added.

Claims 2, 4-6, 8-11, 13-15, 18, 21-23 and 27-30 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Harrington (“Harrington,” U.S. Patent No. 5,895,454) in view of Leong et al. (“Leong,” U.S. Patent No. 7,167,844). Applicants respectfully traverse this rejection.

All of the claims have been rejected on the basis of Harrington in view of Leong. However, such combination would not be effected by one skilled in the art and even if such combination would be effected it would not provide the presently claimed invention.

Harrington was cited for teaching all of the features of applicants’ independent claim 29, except for “transmitting an electronic notification” regarding a “first service [that] is scheduled” and that the transmitting “occurs at a second time relative to the first time.” Accordingly, the Examiner cites to Leong for allegedly providing those remaining features.

In response thereto, applicants submit that Harrington does not teach, suggest or disclose various features of amended claim 29 cited by the Examiner and, therefore, claim 29 is not obvious in view of the combination of Harrington and Leong.

For example, the Examiner cites to column 2, lines 33-36 of Harrington for allegedly teaching applicants’ claimed “electronic asset information” and concludes that the “vendor corresponds to the user.” As amended, claim 29 recites that the “electronic asset information” represents assets that are purchased and owned by a plurality of “consumers,” which do not correspond to vendors.

Furthermore, the Examiner cites to column 4, lines 12-15 of Harrington for allegedly teaching applicants’ claimed “electronic service information” representing “at least one future service to be respectively performed for at least one of the assets.” Applicants disagree and submit that the cited passage, in addition to the remainder of Harrington, is silent with respect to “at least one future service to be respectively performed for at least one of the assets.”

Further still, the Examiner cites to column 4, lines 35-50 of Harrington for allegedly teaching applicants’ claimed features, including the processor(s) configured to receive information that includes “electronic service information that represents at least one future

service to be performed for the at least one asset.” Applicants maintain that Harrington is silent with regard to receiving and/or storing information relating to “at least one future service to be performed for an asset” that is purchased by a “consumer.” The passage cited by the Examiner, instead, relates to a “transaction notification” that relates to a “product/service ordered, the price, availability and other identifying data relevant to the user.” Unlike applicants’ amended claim 29, the cited passage and Harrington in general does not teach, suggest or disclose one or more processors that are configured to receive “electronic service information that represents ... at least one future service to be performed for the at least one asset,” from a “second computing device associated with ... at least one vendor” nor does it teach the processor(s) configured to “determine based on at least the electronic transaction information and the electronic service information that a first service is scheduled for the at least one asset at a first time.”

The Examiner cites to Fig. 59 of Leong for allegedly teachings applicants’ claimed features of “transmitting an electronic notification” regarding a “first service [that] is scheduled” and that the transmitting “occurs at a second time relative to the first time.” Respectfully, Fig. 59 of Leong relates to an integrated package of “financial services products” (see Leong, Brief Description of the Drawings, and column 28, lines 37-42). Instead of teaching the respective features of applicants’ claim 29, Leong illustrates financial service products, including “reputation assessment,” “financing,” “risk management,” “ePayments” and “Information,” which are not tantamount to applicants’ claimed transmitted “electronic notification” regarding a “first service [that] is scheduled,” nor a notification being transmitted “at a second time relative to the first time.” The addition of Leong does not provide the features missing from the teachings of Harrington, nor the features of applicants’ claims specifically cited by the Examiner.

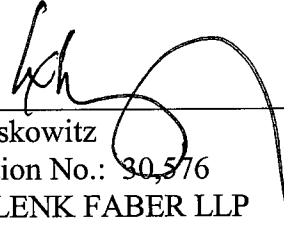
Accordingly, the invention according to the amended claim 29 is not obvious over the combination of Harrington and Leong, and thus the amended claim 29 is allowable.

Claims 2, 4-6, 8-11, 13-15, 18, 21-23, 27, 28 and 30 depend directly or indirectly from claim 29, and are patentable as well as because of the combination of features in those claims with the features set forth in the claims from which they depend.

Accordingly, and in view of the above-identified amendments to the claims and remarks set forth above, the Examiner is respectfully requested to reconsider the application, allow the claims as amended and pass this case to issue.

THIS CORRESPONDENCE IS BEING  
SUBMITTED ELECTRONICALLY THROUGH  
THE PATENT AND TRADEMARK OFFICE EFS  
FILING SYSTEM ON November 16, 2010.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'hsh', is written over a horizontal line.

Max Moskowitz  
Registration No.: 30,576  
OSTROLENK FABER LLP  
1180 Avenue of the Americas  
New York, New York 10036-8403  
Telephone: (212) 382-0700

MM:ck